

Corporate Training Catalogue 企业培训产品目录

39 Programs – for all your corporate training needs
39个项目——满足您所有的企业培训需求



CARL BENZ ACADEMY

卡尔·奔驰学院

Carl Benz Academy – Corporate Training Catalogue

We are an innovative, experienced and dynamic consulting team providing advice, project management and education services designed to attract and retain the best people.

Our Services:

- » Tailor-made corporate education and training programs
- » Offered on-site and delivered by international experts
- » Customized to meet your requirements
- » Multiple languages and training formats available
- » All programs and courses available for purchase in package-format: from two day short-courses, to Master or PhD programs

Courses offered in:

Management and Leadership	Project Management
Professional and Personal Efficiency	Human Resource Management
Commercial Skills	Finance
Marketing	Purchasing
Training Skills	Compliance and Security

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卡尔·奔驰学院 —— 企业培训产品目录

我们是一支富有创新精神、经验丰富、充满活力的咨询团队，提供旨在吸引和保留优秀人员的建议、项目管理和教育服务。

我们的服务：

- » 定制化的企业教育和培训项目
- » 由国际专家提供现场服务
- » 量身定制以满足您的要求
- » 提供多种语言和培训形式
- » 所有的项目和课程都可以打包订购：
从2天的短期课程到硕士项目或博士项目

提供的课程：

管理和领导力	项目管理
职业和个人效率提升	人力资源管理
商务技能	财务
市场营销	采购
培训技能	合规和安全

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Carl Benz Academy at a Glance 卡尔·奔驰学院简介

The Carl Benz Academy is a joint international education initiative that provides tailor-made corporate education programs for engaged and highly-skilled managers - and companies seeking to develop and retain their best people. Offers range from customized short-term training to comprehensive programs for executive employees, all of which are designed according to international standards and are guaranteed by our leading partner universities from China, Germany and the United States.

The Carl Benz Academy has expertise in the development of flexible, customized programs which are designed to meet your company's specific needs.

卡尔·奔驰学院是一个国际联合教育创举，为事业繁忙的高水平管理人才以及寻求发展和保留最佳人员的公司提供定制化的企业教育项目。我们的业务范围从定制化的短期培训到针对管理人员的综合性项目。我们所有的产品都是依据国际化标准进行设计，并由来自中国、德国和美国的顶尖的合作大学确保项目的品质。

卡尔·奔驰学院专长于灵活的、定制化的项目开发，以满足您所属企业的特殊需求。

Expertise of the Carl Benz Academy 卡尔·奔驰学院的业务专长

Course development within the Carl Benz Academy is undertaken with a strong emphasis on business-specific education. Our alliance with world-leading universities ensures innovative academic content and the best insights from three different continents.

The Carl Benz Academy's academic staff has not only proven itself in the academic world, but also continues to make a significant contribution to the corporate world. The amalgamation of scientific and corporate excellence at the Academy is one of the key benefits made available via the Carl Benz Academy's programs.

卡尔·奔驰学院的课程开发重点在于企业专属教育。我们与世界顶尖大学的强强联盟确保了创新的学术内容和来自三大洲的最佳视角。

卡尔·奔驰学院的教职人员已经在学术界有所建树，他们还将继续对企业界作出重大的贡献。能将科学知识与企业实践实现融合正是卡尔·奔驰学院项目的主要收益之一。

Tailor-Made Employee Development 定制化员工发展

The Carl Benz Academy is specialized in offering innovative and scientifically-based academic content for tailor-made corporate education. This includes a range of programs to support all aspects of employee development in the organization; from basic training in fundamental areas to specialized programs for executive employees such as customized postgraduate degrees.

Complex and integrated programs such as those offered by the CBA are built upon a blended learning approach, incorporating Humboldt's Ideal of the 'unity of teaching and research', as well as the 'Situational Approach', or practice-oriented learning. These foundations enable us to teach students at the Academy practical and industry-specific skills.

The programs are designed to provide your employees with the flexibility to integrate further education into their professional lives, whilst giving them immediate benefits in the form of practical skills for their daily work.

A central element of all programs at the Academy is a joint demand-analysis which is undertaken to evaluate your specific training requirements. Based on your unique company profile, this incorporates the development of a holistic training concept for your employees and your organization. When required, this can also include an analysis of current employee engagement and potential.

卡尔·奔驰学院专长于为企业的定制化教育提供创新的并以科学为基础的学术内容，包含了一系列的项目，可以支撑组织员工发展的各个方面，范围从基础领域的基本培训到针对管理人员的专门项目，比如定制化的研究生学历项目。

对于复杂和综合的项目，比如卡尔·奔驰学院已有的项目，是基于混合式学习方法建立的，秉承洪堡“教学与研究统一”的理念，同时融合了“情境学习”或者实践导向的学习方式。这样的项目基础使我们能够更好地传授给学员实用和行业特定的技能。

这些项目旨在使您的员工灵活地将继续教育与实际工作相结合，与此同时，企业也通过员工对日常工作中实用技能的掌握而获得即期效益。

学院的所有项目的核心要素之一就是我们和企业共同开展需求分析，用以评估企业特定的培训需求。基于您所在企业的基本情况，需求分析包括了组织发展以及员工的整体培养理念。如果企业需要，我们还能提供现有员工的敬业度和潜力分析。

Among other programs, the Carl Benz Academy offers access to the following education:

PhD EMBA	PhD Program International Executive Master of Business Administration
MBA	International Master of Business Administration (in Chinese and English)
MSc MA	European Master of Science: Energy Efficiency in Real Estate Master of Arts: International Media Innovation Management
Certificate Programs	Security Management Compliance Education Controlling Organization and Personal Development
Training Courses	Management & Leadership Professional and Personal Efficiency Commercial Skills Project Management Finance Purchasing Human Resources Marketing
Field Trips	Best Practice Examples (China, Germany, United States)

卡尔·奔驰学院可以提供的其他教育项目如下：

博士 高级工商管理硕士	博士项目 国际高级工商管理硕士项目
工商管理硕士 理科硕士 文科硕士	国际工商管理硕士项目 (中英双语) 欧洲理科硕士: 房地产的能源效率 文科硕士: 国际传媒创新管理
认证项目	安全管理 合规 教育管制 组织与个人发展
培训课程	管理和领导力 职业和个人效率提升 商务技能 项目管理 财务 采购 人力资源 市场营销
实地考察	最佳实践范例 (中国, 德国, 美国)

Your Benefits 您的收益

Gain from our extensive knowledge in the development and delivery of corporate training programs.

- » Access to prestigious universities enables you to profit from their respective areas of expertise and to access state of the art knowledge from different cultures. Practice-proven lectures ensure applicability and relevance for your business.
- » Training and study programs will be customized to your individual company profile, taking your values, uniqueness and potential into account and offering solutions which are best suited to your corporate needs.
- » A demand-analysis will help to reveal your current employee training needs in a way that enables us to design a program with the optimum level of new content for employees' existing knowledge and expertise.
- » The Academy provides direct support with your talent-management program by delivering internationally acknowledged development opportunities that improve the motivation and satisfaction of participating employees.
- » Successful employee participation in CBA programs has the potential to increase employee loyalty and retention; to reduce human resource costs and to support greater long-term success for the organization.
- » Limited workplace absence for employees due to the Academy's advanced blended learning and situational approach provides additional flexibility and advantages over traditional learning methods.
- » The possibility of accumulating ECTS ensures high, internationally-recognized standards.

With our tailor-made and success-oriented programs, we feel confident you will get the best value for your money – and that you will see tangible long-term benefits in the performance of your people and your business!

我们精于企业培训项目的开发和实施，将使您从中获益。

- » 您可以同时获得三所知名大学的优质课程，领略三种不同文化的发展现状。而经过我们实践验证的课程能够确保适用性且与您的业务密切相关。
- » 所有的培训和学习项目将在综合考虑您企业的实际情况、价值观念、独特性和发展潜力的基础上进行定制化开发，我们所提供的解决方案将最好地满足您企业的需求。
- » 需求分析有助于揭示当前员工的培训需求，从某种程度上说，也使得我们能够在项目中设计出与员工已有的知识和专业水平相符的最适合的学习内容。
- » 在学院的学习给予学员国际承认的发展机会，可以提升参与员工的积极性和满意度，对于您企业的人才管理计划将提供直接的支持。
- » 成功参与卡尔·奔驰学院项目的企业，可以潜在地提高员工的忠诚度和保留率，降低人力资源成本，从而支撑组织未来更大的和长久的成功。
- » 与传统的学习方法相比，卡尔·奔驰学院领先的混合式学习和情境教学方法更加灵活和具有优势，能够有效地解决员工学习与工作的矛盾。
- » 可以获取欧洲学分转换与累积系统计算的学分保证了课程符合国际认可的高水准。

我们坚信，如此量身定制和成就导向的项目必将给您带来最大的投资价值——您将看到员工绩效和业绩表现带来的有形的长远利益！

CBA Course Overview

卡尔·奔驰学院课程概览

Management and Leadership

管理和领导力

Leadership Fundamentals

领导力基础

'Leadership Fundamentals' equips managers with consistent skills and tools for successful leadership. It enables managers to optimize their performance and accelerate their development. Attendees will obtain knowledge regarding management styles; understand how to focus on individual and collective actions; and develop interpersonal communication skills. Participants will reinforce their ability to solve management challenges in the context of external and internal changes.

The training promotes transfer of skills to the workplace through the use of an action plan, case studies, peer coaching and role plays.

“领导力基础”将使管理者具备成功领导者所需的技能和工具。该课程有助于管理者的绩效优化和发展加速。学员将学习有关管理风格的相关知识，理解如何聚焦于个人和集体行动，并提高人际沟通技能。同时学员还将加强在内部和外部变革的背景下应对管理挑战的能力。

培训通过行动计划、案例研究、同伴辅导和角色扮演的方式，促进将所学技能转化到实际工作中。

Target Group	Newly appointed or first-time managers; managers with max. 3 years' work experience
Study Form	Classroom event
Study Period	3 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	新任经理或首次担任管理岗位的人员；最多具有3年工作经验的管理者
学习形式	班级面授
学习周期	3天
学员人数	每组最多12名学员
语言	可以提供任何语言

Advanced Leadership 卓越领导力

'Advanced Leadership' boosts the capacity of participants to change and move to the next level of their leadership intelligence. The program focuses on how to support the team members' individual and collective maturity. Participants will make effective use of communication and negotiation tools and will improve their ability to manage the emotional dimension of the team. This will enable them to build team cohesion and to guide their team to higher levels of consistent performance. Attendees will optimize their decision-making skills by efficiently analyzing the stakes and challenges.

Participants develop their leadership capabilities through interactive sessions, peer coaching, case studies and action plans.

“卓越领导力”促进学员提升并达到更高级别的领导智慧。该培训的重点是如何支持团队成员的个人成熟和集体成熟。学员将有效利用沟通和谈判工具来提高他们管理团队情感层面的能力。这将有助于建立团队凝聚力，带领团队实现一贯的高水准绩效。通过有效分析风险和挑战，学员的决策过程将得到优化。

通过交互式会话、同伴辅导、案例研究和行动计划的方式，学员将提高他们的领导能力。

Target Group	People in management roles
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	管理人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Leading Change 领导变革

Target Group	Line and cross-functional managers; change agents
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	直线和跨职能管理者；变革负责人
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

'Leading Change' equips participants with practical tools for leading themselves and others during changes and transition processes by creating an awareness of the challenges and responsibilities that each person faces when changes are made or have to be made. Attendees will develop their ability to create a vision; to deal with people's reactions; and to develop an effective strategy to communicate and persuade others. Participants will analyze the position of key stakeholders and increase their influence by building an effective network of allies.

“领导变革”帮助学员掌握实用的工具，使得他们在变革和转型过程中，通过建立每个人在面对主动或被动变革时的挑战意识和责任感，从而更好地领导自我和领导他人。学员将发展构建愿景和应对他人反应的能力，还将获取有效地沟通和说服他人的策略。学员将学习分析关键利益人的立场，通过建立有效的联盟网络来扩大他们的影响力。

培训采用研讨会的形式，学员通过参与功效显著的游戏和练习、分组讨论和个人行动计划的方式进行学习。

Cross-Functional Management 跨职能管理

'Cross-Functional Management' focuses on how to increase the performance of the team and how to nurture a cooperative approach among stakeholders and their managers. It aims to help managers to minimize politics and to maximize collaborative efforts of the players to successfully achieve shared objectives. During the training participants will learn to adopt the perspective of a leader, a communicator, a diplomat, and a strategist.

Participants will develop their leadership capabilities through interactive sessions, peer-coaching, case studies and action plans.

“跨职能管理”的课程重点是如何提升团队绩效以及如何培育各利益相关者及其他的管理者之间的合作方式，旨在帮助管理者以最少的政治手段、各方最大化的协作努力成功地实现共同的目标。培训期间，学员将学习从领导者、沟通者、外交家和军事家的角度来看问题。

通过交互式会话、同伴辅导、案例研究和行动计划的方式，学员将提高他们的领导能力。

Target Group	Managers in cross-functional positions; product managers; project managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	跨职能岗位的经理；产品经理；项目经理
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Leading and Managing Performance Reviews 领导和管理绩效评估

'Leading and Managing Performance Reviews' focuses on the performance management process and aspects such as developing an effective strategy to design and implement employee performance appraisals. The training also provides participants with operational methods and tools on how to increase staff motivation and commitment-alignment; and how to make individual goals meaningful within the context of company objectives. Attendees will be also gain skills for dealing with difficult performance review situations.

The training promotes the transfer of skills to the workplace through the use of case-studies, pair-work exercises and role-plays.

“领导和管理绩效评估”的课程重点是绩效管理的流程和主要内容，比如设计和实施员工绩效考核的有效策略。该培训还为学员提供了关于如何加强员工激励和承诺兑现、如何将个人目标赋予公司目标意义的操作方法和工具。学员还将获取应对有难度的绩效评估状况的技巧。

培训通过案例研究、双人练习和角色扮演的方式，促进将所学技能转化到实际工作中。

Target Group	Middle managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	中层管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Managing Emotions in Difficult Situations 困境中的情绪管理

'Managing Emotions in Difficult Situations' equips managers with consistent skills and tools to manage emotions and conflicts. The program enables managers to optimize their ability to handle tension and conflict situations. Attendees will enrich their interpersonal communication skills by understanding others and developing their emotional balance and intelligence.

The training promotes the transfer of skills into the workplace through self-assessment on emotional awareness; reflection in pair-work; role plays with focus on expressing anger; controlling emotions and peer coaching.

“困境中的情绪管理”使学员具备管理情感和冲突的一致性的技能和工具。该项目帮助管理者优化应对压力和冲突状况的能力。学员将通过理解他人并发展自身的情绪平衡和情绪智力，从而丰富自己的人际沟通技能。

培训通过情感意识的自我评估、结对反思、角色扮演（重点练习愤怒的表达）、控制情绪和同伴辅导的方式，促进将所学技能转化到实际工作中。

Target Group	Middle managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	中层管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Situational Leadership 情境领导

'Situational Leadership' aims to develop high-potential leaders capable of inspiring high-performance teams through times of continuous change. Effective leaders must have the capability and confidence to build and develop focused and motivated teams that deliver outstanding operational performance in line with the strategic goals of the organization.

The training promotes the transfer of skills to the workplace through the use of case-studies, pair-work exercises and role-plays.

“情境领导”旨在帮助高潜力的领导者能够通过多次不断的改变去激发高绩效的团队。有效的领导者必须具备打造和发展一支专注和上进的团队的能力和信心，这样才能实现与组织战略目标相一致的杰出的业绩表现。

培训通过案例研究、双人练习和角色扮演的方式，促进将所学技能转化到实际工作中。

Target Group	Middle managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	中层管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Professional and Personal Efficiency 职业和个人效率提升

Interpersonal Excellence 卓越的人际关系

'Interpersonal Excellence' focuses on how to improve professional and personal relationships and put emphasis on the importance of building networks, identifying stakeholders and developing quality relationships. Participants will learn how to develop their influence without hierarchical authority by communicating effectively and openly.

The training promotes the transfer of skills into the workplace through self-assessment, reflection in pair-work and role plays.

“卓越的人际关系”聚焦于如何改进在职场中以及个人的人际关系，重点在于建立人脉网络、识别利益相关者和发展有质量的关系。学员将学习如何通过有效的、公开的沟通来提高自身非等级权利的影响力。

培训通过自我评估、结对反思和角色扮演的方式，促进将所学技能转化到实际工作中。

Target Group	Cross-functional managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	跨职能管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Time and Self-Management 时间与自我管理

'Time and Self-Management' boosts the capacity of participants to develop effective self and time management skills. Attendees will discover the different perceptions of time while cooperating with other people and cultures. Participants identify their own preferences and develop strategies to reduce their stress load. This training stimulates both individual and collective efficiency at work without breaching privacy.

Participants exchange best practices during training and discuss pitfalls. It includes self-analysis exercises and case studies. The trainer's tailored supervision prompts attendees to find their own solutions.

“时间与自我管理”促进学员提升有效管理自我和管理时间的能力。学员将会发现在与其他人或其他文化进行合作时，对于时间有着不同的认识。学员将确定自己的偏好，发展减少自身压力负荷的策略。培训能够提升个人和集体在工作中的效率而不会侵犯学员的隐私。

学员在培训期间将交流最佳实践并讨论陷阱，包括自我分析练习和案例研究。培训师为其量身定制的指导将启发学员找到自己的解决方案。

Target Group	Employees; first time managers; cross-functional managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	员工、新任管理者、跨职能管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Creating and Delivering Powerful Presentations 创作与呈现有力量的演讲

'Creating and Delivering Powerful Presentations' directs participants on how to create and present key concepts and ideas that hold their audience's attention and engage them on an emotional level. Our presentation training also focuses on developing persuasiveness while delivering presentations. This course provides attendees with techniques including rhetoric, persuasion, body language and improvisation to impact their oral and written communication.

This training is delivered in a workshop environment where attendees explore their role as a public speaker. They will develop their personal impact via powerful exercises and self-analysis on communication styles.

“创作与呈现有力量的演讲”指导学员如何创作和呈现关键的概念和观点，使之能够吸引观众注意力并感染到观众的情感层面。培训还聚焦于提升演讲呈现时的说服力。课程传授给学员的方法和技巧包括修辞、说服、肢体语言、影响口头和书面沟通的即兴创作等。

该培训以研讨会的形式让学员摸索自己作为公众演讲者的角色。学员将通过强化练习和沟通风格的自我分析提升他们的个人影响力。

Target Group	Managers
Study Form	Classroom event
Study Period	2 days per group
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Innovation Management 创新管理

'Innovation Management' directs participants on how to apply critical tools for decision-making in the workplace, with his/her team at hand. Our decision-making training concentrates on a structured process that incorporates the decision cycle from the description of problems to different problem-solving techniques and implementation planning.

This training is delivered in a workshop environment where attendees are expected to share 'real world'-challenges they are facing. By means of individual reflection and group experiences they will develop hands-on solutions and concrete takeaways for better problem-solving and new perspectives on key challenges.

“创新管理”指导学员如何在工作中运用批判性工具对身边的团队制定决策。本培训聚焦于决策周期的整个结构化的过程，从问题的说明到不同的问题解决技巧以及实施计划的制定。

培训采用研讨会的形式，期望学员分享自己在现实中面临的挑战。通过个人反思和群体经验，学员将形成亲身实践的解决方案和具体的可直接借鉴的经验，从而更好地解决问题，同时能够以新的视角看待所面临的关键挑战。

Target Group	(Middle) Managers
Study Form	Classroom event
Study Period	2 days per group
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	(中层)管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Organization and Personal Development 组织与个人发展

The certificate program 'Organization and Personal Development' focuses on strategic development of staff and organization. As experts in organizational and personnel development, participants guide processes of change within their companies such as: changing product or service profiles; re-positioning in the market; and strategic direction. They design structures to support change sustainably, giving consideration to employees' skills in order to optimize processes and increase the job satisfaction of all involved.

In the certificate program participants learn to appraise and apply approaches and methods of strategic organizational development and skills-oriented personnel development. They will be able to analyze the conditions necessary for a learning organization, specify responsibilities and roles in processes of change, and develop an implementation plan.

“组织与个人发展”认证项目聚焦于员工与组织的战略发展。学员们作为组织及人事发展方面的专业人士，引领着他们所在公司的变革进程，例如：改变产品或服务设置、重新定位市场以及战略方向。他们设计能够支撑可持续变革的架构，对员工的技能予以考虑，以优化流程并提升所有参与者的工作满意度。

在此认证项目中，学员获悉评价和应用战略性的组织发展和技能导向的人员发展的方式和方法。他们将能够分析学习型组织所必需的条件，明确变革进程中的职责和角色要求，并制定实施计划。

Target Group	Managers and employees from wholesale car companies
Program Type	Certificate Program*
Study Form	Face-to-Face Seminars / Online Units
Study Period	4 months
Number of Participants	Max. 12 participants per group
Language	Chinese or English

*15 credits can be obtained according to the European Credit Transfer and Accumulation System (ECTS) from an accredited German university

目标群体	来自汽车经销企业的管理者及员工
项目类型	认证项目*
学习形式	面对面研讨会/在线单元
学习周期	4个月
学员人数	每组最多12名学员
语言	中文或英语

*可获得根据欧洲学分转换与累积系统 (ECTS) 计算的、由认可的德国大学授予的15个学分

Commercial Skills

商务技能

The Manager Coach

管理教练

'The Manager Coach' empowers managers to mobilize and motivate their team with new approaches. Participants will learn how to link assessment with individual and collective performance plans and how to drive and monitor a coaching process. The course is an opportunity for attendees to get to know themselves better and build a solid foundation of mutual trust and respect with their team members. This will have a positive impact on the sales performance and on team retention.

Participants develop their coaching capabilities through interactive sessions, peer-coaching, case studies and action plans.

“管理教练”使管理者能够采用新的方式调动和激励自己的团队。学员将学习如何将评估与个人和集体的业绩计划相联系，以及如何驱动和监控教练辅导过程。本课程将使学员有机会更好地了解自己，并为他们与自己的团队成员建立相互信任和尊重的关系奠定坚实的基础，这将对团队的销售业绩和人员保留产生积极的影响。

通过交互式会话、同伴辅导、案例研究和行动计划的方式，学员将提高他们的教练辅导能力。

Target Group	Middle managers
Study Form	Classroom event
Study Period	3 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	中层管理者
学习形式	班级面授
学习周期	3天
学员人数	每组最多8名学员
语言	可以提供任何语言

Commercial Excellence 商务卓越

'Commercial Excellence' gives participants different perspectives on the sales process with a strong customer-focused point of view. Attendees will acquire a personal and subtle sales approach. The course gives insight on how to deal with different sales situations; understand motivations; handle objections; lead the customer; and how to close the deal. Participants will obtain practical tools around stakeholder analysis and will develop improved questioning, listening and presentation skills.

The training promotes the transfer of skills into the workplace through the practice of role plays, reflection with peers, case studies and action plans.

“商务卓越”采用特别注重聚焦客户的观点，给予学员看待销售流程的不同视角。学员将获得适合个人的精细化的销售方法。本课程使学员深入了解如何处理不同的销售状况，理解动机，如何处理异议、引导客户和达成交易。学员将获得利益相关人分析的实用工具以及提问、倾听和演说技巧的改进提升。

培训通过角色扮演的实践、同伴反思、案例研究和行动计划的方式，促进将所学技能转化到实际工作中。

Target Group	Salespeople (with or without experience)
Study Form	Classroom event
Study Period	3 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	有经验或没有经验的销售人员
学习形式	班级面授
学习周期	3天
学员人数	每组最多12名学员
语言	可以提供任何语言

Customer Relationship and Retention 客户关系和保留

'Customer Relationships and Retention' empowers participants to build long-term relationships with their customers; to strengthen their interpersonal communication skills; and to move beyond conventional customer relationship approaches. Participants will develop their ability to build trust, efficacy and flexibility by responding to the customer's needs. Attendees will also gain insights on how to overcome obstacles and preserve relationships in difficult situations without compromising the company's goals.

The training promotes the transfer of skills into the workplace through the practice of role plays, reflection in pair-work, case studies and action plans.

“客户关系和保留”帮助学员与他们的客户建立长期的关系，加强自身的人际沟通技能，并掌握能够超越常规客户关系的方法。通过响应客户的需求，学员将提升建立信任、高效和灵活的能力。学员还将深入了解当陷入困境时，如何在使公司目标妥协的情况下，克服障碍并维系客户关系。

培训通过角色扮演的实践、结对反思、案例研究和行动计划的方式，促进将所学技能转化到实际工作中。

Target Group	Sales-, After Sales- and Service Teams
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	销售、售后和服务团队
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Managing and Winning Commercial Negotiations 主导并赢得商务谈判

'Managing and Winning Commercial Negotiations' focuses on how to effectively prepare and lead internal or external negotiations. Emphasis is placed on the negotiation plan, managing stakeholder relationships and mastering a range of negotiation tactics. Attendees will identify ways to preserve or increase the margin of commercial agreement by preserving good customer relationships.

The training is highly practical and participative with all participants being given an opportunity to prepare for and participate in role plays and negotiation skills that are appropriate to their needs.

“主导并赢得商务谈判”聚焦于如何有效准备和主导内部或外部的谈判，重点是谈判方案、对相关利益方关系的管理和掌握一系列的谈判策略。学员将了解通过保持良好的客户关系来维持或增大商业协议谈判余地的方法。

该培训具有很强的实用性和参与性，学员将有机会准备并参与适合他们需求的角色扮演和谈判技巧练习。

Target Group	Sales people with proven sales and negotiation experience
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	具有成熟的销售经验和谈判经验的销售人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Strategic Account Management 战略性客户管理

'Strategic Account Management' equips sales persons with tools they need to build long-term and profitable relationships with key customers. Participants will develop a focused strategic sales approach based on value co-creation with key decision-makers. Attendees will learn how to create a culture of cooperation between team members and customers in the long term.

Participants exchange best practices during training and discuss pitfalls. It includes case studies and peer coaching. The trainer's tailored advice prompts them to find their own solutions.

“战略性客户管理”使销售人员具备与关键客户建立长期、有利关系所需的工具。学员将在与关键决策制定者共创价值的基础上，制定聚焦战略的销售方法。学员将学习如何在团队成员和客户之间建立长期合作的文化。

学员在培训期间将交流最佳实践并探讨陷阱，还包括案例研究和同伴辅导。培训师为其量身定制的建议将启发学员找到自己的解决方案。

Target Group	Sales engineers; key account managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	销售工程师；大客户经理
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Sales Management Best Practices 销售管理最佳实践

'Sales Management Best Practices' equips newly-appointed or first-time sales managers (with max 3 years work experience) with knowledge about sales management best practices. The challenge of successfully managing a sales team requires a set of skills, techniques and behaviors which actual sales experience does not provide. This course will help participants make the leap into management successfully and to consider all aspects of their roles ensuring that the individual, team and corporate goals are met.

The course is highly participative using a mixture of tutor input, exercises, role-plays, training video and syndicate discussions to ensure the rapid development of knowledge, understanding and skills. Participants are encouraged to prepare an action plan for implementation in the workplace.

“销售管理最佳实践”给予新任或首次担任销售经理的人员（最多拥有三年工作经验）销售管理最佳实践的知识。成功地管理一个销售团队，需要一系列的技能、方法和行为习惯，而这些从实际销售经验中却不能获得。本课程将帮助学员成功地步入管理岗位，周全考虑管理角色的方方面面，以确保个人、团队以及公司目标的达成。

该课程具有很强的参与性，采用讲授、练习、角色扮演、培训视频、联合讨论相结合的方式，确保所学知识和技能快速掌握和理解。学员还将准备一个行动计划，用于在工作中实施执行。

Target Group	Newly appointed or first time sales managers with max. 3 years' work experience
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	新任或首次担任销售经理的人员，最多拥有三年工作经验
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Effective Sales Planning (Territory & Portfolio) 有效的销售规划（区域和业务组合）

'Effective Sales Planning' focuses on the effective management of a territory or a portfolio of accounts. This course provides attendees techniques among portfolio analysis methods, self-organization, sales productivity, pipeline management tools, sales territory management and tactics for organizing visits effectively, business plan design methods and critical analysis of their current territory plan.

Participants exchange best practices during training and discuss pitfalls and the training includes case studies and peer coaching. The trainer's tailored supervision motivates participants to find their own solutions to workplace problems.

“有效的销售规划”聚焦于对某个区域或某种业务组合的客户的有管理。课程为学员提供的方法和技巧包括：业务组合分析方法、自我组织、销售生产率、管线管理工具、销售区域管理、有效地组织客户拜访的策略、商业计划设计方法以及对学员当前区域规划的批判性分析。

学员在培训期间将交流最佳实践并探讨陷阱，培训还包括案例研究和同伴辅导。培训师量身定制的督导将促使学员对工作中存在的问题找到自己的解决方案。

Target Group	Sales people
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 10 participants per group
Languages	All languages can be offered

目标群体	销售人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多10名学员
语言	可以提供任何语言

Customer Service Excellence 卓越的客户服务

'Customer Service Excellence' is dedicated to employees who know and understand that the power of positive customer care is a formidable force in differentiating their organization. This course is focused on providing the tools and skills to build confidence and competence in this critical area of competitive advantage. Participants will develop invaluable interpersonal techniques for representing the organization with professionalism, as well as dealing with difficult customers effectively and positively.

The training promotes the transfer of skills into the workplace through the practice of role-plays, reflection in pair-work, case studies and action plans.

“卓越的客户服务”致力于让员工明白和理解：积极的客户关怀所产生的能量是能够区分其组织的强大力量。本课程着重提供了一些工具和技巧，用于在这个具有竞争优势的关键领域树立信心和提高能力。学员将提升职业化地代表所在组织进行人际交往的技巧，并学习如何积极有效地应对刁难的客户。

培训通过角色扮演的实践、结对反思、案例研究和行动计划的方式，促进将所学技能转化到实际工作中。

Target Group	Sales people
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	销售人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Telephone Selling 电话销售

'Telephone Selling' creates a unique, skills-focused environment enabling participants to practice; listen; and gain feedback on their sales calls. Attendees will consolidate their communication skills and telephone-sales methodology. This course provides attendees techniques for prospecting; tools for building confidence; for building rapport; questioning and listening skills; and for giving motivational and effective presentations over the telephone. Participants will learn how to overcome objections and how to gain agreement and commitment from the customer.

“电话销售”创造一种独特的、以技能为重点的氛围，使得学员能够实践、倾听并且获得他们销售电话的反馈。学员的沟通技巧和电话销售的方法论将得以巩固加强。本课程为学员提供的方法和技巧有：探寻；建立信心的工具；建立密切关系；提问和倾听技巧；通过电话进行激发性的、有效的演说。学员将学习如何排除客户的异议以及如何获得客户的认同和承诺。

Target Group	Sales people
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	销售人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Aligning Key Account Strategy with Business Strategy 与企业战略一致的大客户战略

'Aligning Key Account Strategy with Business Strategy' is dedicated to managers involved in developing strategy to increase penetration within major accounts. It focuses on the alignment process between decision-making and business strategy activities. Participants will develop a focused strategic approach based on the analysis of their position within their account, as well as select opportunities; planning; and effective forecast and review.

The training is highly participative and uses case studies as well as real life examples to enable participants to apply theory and processes to different situations. Presentations will be followed by feedback from peers, the trainer and the broader group.

“与企业战略一致的大客户战略”致力于让参与战略制定的管理者增强对于大客户的突破，重点在于将决策与企业战略活动调整一致的过程。学员将基于他们在其客户内部的地位分析以及选择机会、规划、有效的预测和回顾，发展一种聚焦性的战略方法。

培训具有高度的参与性，采用案例研究和现实举例的方式使得学员能将理论和流程应用于不同的情况之中。演示之后将得到来自其他学员、培训师和更大范围群体的反馈。

Target Group	Middle management
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	中层管理者
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Value Selling / Consultative Selling 价值型销售/顾问式销售

'Value Selling / Consultative Selling' is about exciting customers with solutions that will improve their own results; help them cut costs; enhance quality; and accelerate productivity. Attendees will learn how to formulate and present their unique value proposition as a comprehensive and impactful solution.

This training uses a unique combination of in-depth situational and personality analysis, cutting edge techniques and challenging case studies that will enable participants to implement appropriate strategies and tactics to optimize their chances of success.

“价值型销售/顾问式销售”是以改进自身业绩、有助于压缩成本、提升品质和促进生产力的解决方案来激发客户。学员将学会如何将他们独特的价值主张作为一种综合有效的解决方案进行制定和呈现。

培训采用将深入的情境与人格分析、前沿的技术、具有挑战性的案例研究相组合的独特方式，使得学员能够实施适当的战略与战术，从而增大他们成功的机会。

Target Group	Account managers and key account managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	客户经理和大客户经理
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Marketing 市场营销

Aligning Sales and Marketing Strategy 一致的销售与市场战略

In 'Aligning Sales and Marketing Strategy' participants will review and work on the cornerstones of the marketing strategy and strategic sales plan. They will develop skills to generate alignment between sales and marketing activities; to identify market trends; consumers; route to consumers; customers and competitors; and aligned goals. Attendees will identify sales drivers and organizational implications.

Participants develop their capabilities through interactive sessions, peer-coaching, case studies and action plans.

在“一致的销售与市场战略”培训中，学员将回顾并学习关于市场营销战略和战略性的销售计划的基础知识。学员将提升能力使得销售和市场活动相一致，同时能够识别市场趋势、消费者、到达消费者的路径、客户和竞争对手以及一致的目标。学员还将明确销售驱动因素和组织的影响。

通过交互式会话、同伴辅导、案例研究和行动计划的方式，学员的能力将得到提升。

Target Group	Management team with responsibility for developing marketing and sales strategies
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	负责制定市场营销和销售战略的管理团队
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Price Excellence 价格卓越

'Price Excellence' is dedicated to managers involved in making pricing decisions. This workshop is designed to help attendees to improve pricing outcomes for their products. After attending this workshop participants will better understand pricing strategies and learn how to implement value-based pricing strategies to maximize bottom line profits.

In addition, theoretical aspects of the course will be supported and illustrated through a combination of real-world case studies and scenarios that enable participants to easily incorporate the program insights, techniques and procedures into their own organizations and business environment.

“价格卓越”专门针对那些参与制定价格决策的管理者。该研讨会旨在帮助学员改善对其产品的定价效果。参加研讨会之后，学员将能更好地理解价格战略，并且学会如何实施基于价值的价格战略，从而使得底线利润最大化。

此外，课程的相关理论将通过将现实生活中的案例研究与情境相结合的方式得以证实和说明，以便于学员将项目获得的深刻见解、方法技巧和程序融合到他们所在的组织和商业环境之中。

Target Group	Marketing directors, senior sales managers/directors
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	市场总监、高级销售经理/总监
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Strategy and Business Model 战略和商业模式

'Strategy and Business Model' offers an immersion into business model thinking and the methods, techniques and tools used in innovative business models. It focuses on generating and evaluating business models, as well as business model innovation methods and techniques. Participants acquire the skills to leverage existing business models to increase profitable revenue streams.

Participants develop their capabilities through interactive sessions, peer-coaching, case studies and action plans.

“战略和商业模式”将使学员潜心研究商业模式思维和创新型商业模式所使用的方法、技术和工具。课程重点在于商业模式的形成和评估，以及商业模式创新的方法和技术。学员获得这些技能就可以衡量既有的商业模式，从而增加可盈利的收入来源。

通过交互式会话、同伴辅导、案例研究和行动计划的方式，学员的能力将得到提升。

Target Group	Senior managers, sales directors, marketing directors
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	高级经理、销售总监、市场总监
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Strategic Portfolio & Channel Management 战略组合和渠道管理

Great things happen when sales people strategically manage their channels and secure partner loyalty! 'Strategic Portfolio & Channel Management' equips Account Managers with the tools they need to build long-term and profitable relationships with key customers and their broader channels. Attendees will gain the tools and knowledge to accelerate revenue and improve margins in their business.

The training is highly participative and uses case studies as well as real life examples to enable delegates to apply theory and processes to different work scenarios. Presentations will be followed by feedback from peers, instructors and the broader group.

当销售人员战略性地管理他们的渠道同时能够确保合作伙伴的忠诚，就能成就伟大的事业。“战略组合和渠道管理”将使客户经理具备自己与大客户及其更广泛的渠道建立长期有利关系所需的工具。学员将获得能使他们的业务收入增加和利润提高的工具和知识。

培训具有高度的参与性，采用案例研究和现实举例的方式使得学员能将理论和流程应用于不同的工作情境之中。演示之后将得到来自其他学员、讲师和更大范围群体的反馈。

Target Group	Account managers and key account managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	客户经理和大客户经理
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Writing Successful Proposals 成功的建议书撰写

'Writing Successful Proposals' equips participants with best practices for writing effective proposals. It covers detailed methods for outlining the proposal sections; developing section content; infusing proper structure and flow; and implementing correct writing processes and section planning techniques. Participants will acquire techniques and tools that will transform even the most reluctant non-professional writers into prolific proposal authors.

“成功的建议书撰写”将为学员提供撰写有效的建议书的最佳实践。培训覆盖了建议书撰写的具体方法，包括：给建议书各部分列提纲、形成各部分的内容、嵌入适当的结构和保持流畅、实施正确的撰写程序以及做好各部分内容规划的技巧。学员获得的技术和工具能够使最不愿的非专业撰写人成为多产的建议书作者。

Target Group	Sales people, customer services
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	销售人员、客服
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Project Management 项目管理

Project Management Best Practices 项目管理最佳实践

'Project Management Best Practices' aims to significantly reduce project-risks by giving participants the knowledge and best practices to overcome obstacles and to deliver projects on time – within allocated budgets. The course gives insight into how to create effective solutions by managing relationships between the functions involved and obtaining the desired results.

Participants exchange best practices and discuss common or potential pitfalls in project management. The training includes case studies and peer coaching and the trainer's tailored supervision prompts attendees to find their own solutions to project management related problems.

“项目管理最佳实践”给学员传授如何克服障碍，并在预算之内按时交付项目的相关知识和最佳实践，以此显著地降低项目风险。课程将深入了解如何通过管理项目所涉及各职能方的关系并获得预期的结果，从而创建有效的解决方案。

学员将交流项目管理方面的最佳实践并探讨普遍的或潜在的隐患。培训还包括案例研究和同伴辅导，培训师为其量身定制的督导将启发学员找到自身项目管理相关问题的解决方案。

Target Group	Project team members, occasional project managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	项目团队成员，临时的项目管理人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Advanced Project Management 高级项目管理

'Advanced Project Management' is dedicated to enhancing the skills of participants' in project planning and other core areas of project management such as: dealing with evolving stakeholder expectations; readjustment of risks; and opportunities in a changing environment. This course will increase the ability of participants to make project teams more productive and to maximize the overall project value.

This training is delivered in a workshop environment where attendees deepen their knowledge on complex project issues. Participants develop their project management capabilities through interactive sessions, peer coaching, case studies and action plans.

“高级项目管理”旨在提升学员项目规划以及项目管理其他核心环节的技能，比如：如何应对逐渐发展的项目干系人的期望，风险的重新调整以及变化环境下的机会。本课程将提高学员的能力，使得项目团队更富有成效以及整体项目的价值最大化。

在研讨会的培训环境之下，学员将加深对于复杂的项目问题的认识。通过交互式会话、同伴辅导、案例研究和行动计划的方式，学员的项目管理能力将得到提升。

Target Group	Project managers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	项目经理
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Excellence in Human Resources Management 卓越的人力资源管理

Essentials of Human Resources Management 初级人力资源管理

The certificate program 'Essentials of Human Resources Management' provides participants with a comprehensive overview of the major operative areas of Human Resources Management. Participants will gain insights into key aspects of modern HR management including: HR Marketing and Recruiting; Training and Qualification; Performance and Talent; and Engagement and Retention. The course is conducted online and incorporates individual study with joint online conferences and live chats with the instructor and peers. Students work on practice cases designed to deepen their understanding of modern human resource management. The course concludes with an oral exam (video interview).

“初级人力资源管理”认证项目为学员提供人力资源管理主要实际操作领域的全面概览，学员将深入了解现代人力资源管理的主要内容，包括：人力资源市场推广和招聘、培训和资格认证、绩效和人才、员工敬业度和保留。本课程在线实施，将个人学习、网络会议以及与导师和其他学员之间的在线沟通相结合。学员需要完成实践案例以加深对现代人力资源管理的认知。课程以口试（视频面谈）结束。

Target Group	Junior HR staff with a bachelor's degree, or an equivalent qualification in the form of a higher education (the course is also suitable for graduates or students of other specialities who are interested in working in the HR field)
Program Type	Certificate Program*
Study Form	Online course
Study Period	4 weeks effective training time; approximately 8 weeks total duration
Number of Participants	Max. 12 participants per group
Language	English

*2.5 credits can be obtained according to the European Credit Transfer and Accumulation System (ECTS).

目标群体	具有本科学历或高等教育同等学力的人力资源初级人员（本课程也适合那些有兴趣在人力资源领域工作的其他专业的毕业生或在在校生）
项目类型	认证项目*
学习形式	在线课程
学习周期	实际培训时间4周；总时长约8周
学员人数	每组最多12名学员
语言	英语

*可获得根据欧洲学分转换与累积系统（ECTS）计算的2.5个学分

Strategic Human Resources Management 战略人力资源管理

The certificate program 'Strategic Human Resources Management' provides participants with a comprehensive overview of the major strategic areas of Human Resources Management. Participants gain insights into key aspects of modern HR management including: Compensation and Benefits; Administration and Payroll; HR Governance and Compliance; and HR Strategy and Change. The course is conducted online and incorporates individual study with joint online conferences and live chats with the instructor and peers. Students work on practice cases designed to deepen their understanding of modern human resource management, from a strategic perspective. The course concludes with an oral exam (video interview).

目标群体	资深的人力资源经理，具有本科或高等教育入学资格同等学力，并且拥有多年的工作经验；或者接受过完整的职业培训并且具有多年的工作经验。
项目类型	认证项目*
学习形式	在线课程
学习周期	实际培训时间4周；总时长约8周
学员人数	每组最多12名学员
语言	英语

*可获得根据欧洲学分转换与累积系统 (ECTS) 计算的2.5个学分

Target Group	Senior HR managers with a bachelor's degree or an equivalent qualification in the form of a higher education entrance qualification and several years' work experience; or completed vocational training and several years' work experience
Program Type*	Certificate Program*
Study Form	Online course
Study Period	4 weeks effective training time; approximately 8 weeks total duration
Number of Participants	Max. 12 participants per group
Language	English

*2.5 credits can be obtained according to the European Credit Transfer and Accumulation System (ECTS).

“战略人力资源管理”认证项目为学员提供人力资源管理主要战略性领域的全面概览，学员将深入了解现代人力资源管理的主要内容，包括：薪酬和福利、行政管理和工资单、人力资源治理和合规、人力资源战略和变革。本课程在线实施，将个人学习、网络会议以及与导师和其他学员之间的在线沟通相结合。学员需要完成实践案例以从战略的视角，加深对现代人力资源管理的认知。课程以口试（视频面谈）结束。

Education Controlling 教育管制

The certificate program 'Education Controlling' focuses on the strategic controlling of educational and personnel work. As an education controlling experts, participants take responsibility for strategic competence development in businesses and organizations. They design educational programs that are individually tailored to the employees and at the same time meet the company's need for efficiency.

The certificate program teaches working professionals the instruments and principles of skills-oriented education and personnel work from requirement planning to monitoring and quality management. Participants will learn to harmonize employees' interests with organizational requirements by designing and implementing specific educational activities that are tailored and meaningful for selected target groups.

目标群体	负责团队成员的培训和发展，以及/或者在人力资源领域工作的管理者和员工
项目类型	认证项目*
学习形式	面对面研讨会/在线单元
学习周期	4个月
学员人数	每组最多12名学员
语言	中文或英语

*可获得根据欧洲学分转换与累积系统 (ECTS) 计算的、由认可的德国大学授予的15个学分

Target Group	Managers and employees responsible for team member training and development and/or working in the HR field
Program Type	Certificate Program*
Study Form	Face-to-Face Seminars / Online Units
Study Period	4 months
Number of Participants	Max. 12 Participants per group
Language	Chinese or English

*15 credits can be obtained according to the European Credit Transfer and Accumulation System (ECTS) from an accredited German university

“教育管制”认证项目聚焦于战略性的管控教育和人事工作。学员们作为教育管制的专业人士，在企业和组织中负责战略性的能力发展。他们为员工分别地定制化设计教育项目，并同时满足公司的效率需要。

此认证项目向在职的专业人员教授以技术为导向的教育和人事工作的工具和原则，从需求计划到监控和质量管理。学员将学习通过为选定的目标群体设计和实施定制化且有意义的特定的教育活动，从而使员工利益和组织要求相一致。

Finance 财务

Finance for Non-Finance Professionals 非财务人员的财务

'Finance for Non-Finance Professionals' boosts the understanding of participants in finance-related aspects of their daily work and contributes to the development of awareness of financial consequences of their decisions. During the course attendees will learn to read balance sheets and income statements; to understand the relationship between concepts as result, including EBIT and cash flow.

The course is conducted in a workshop format where much of the learning occurs through exercises and group discussions and where participants are encouraged to share experiences and to apply new-found knowledge and bench marks to their work practices.

“非财务人员的财务”能够增进学员对于他们日常工作中财务相关方面的了解，有助于加强对于决策的财务后果的意识。课程期间，学员将学习看资产负债表和损益表，并能理解息税前利润和现金流等作为结果的相关概念之间的联系。

课程采用研讨会的形式，大部分的学习通过练习和小组讨论开展，培训中鼓励学员分享经验，并能将新获得的知识 and 标杆经验应用于他们的工作实践之中。

Target Group	Employees
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	员工
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Training Skills 培训技能

Train the Trainer 培训培训师

'Train the Trainer' equips participants with best practices for engaging learners and encouraging discussions during training sessions. Attendees will develop their ability to build confidence; adapt to participants' needs and learning styles; tailor their material and training material; and to develop strategies for handling tricky training situations.

The training promotes the transfer of skills to the workplace through the use of action plans, cases studies, peer coaching and role-plays.

“培训培训师”使学员具备在培训课程期间吸引学习者和激发讨论的最佳实践。学员在建立自信、适应被培训者的需求和学习风格、定制课程资料和培训教材、制定策略以应对棘手的培训状况等方面的能力将得到提升。

培训通过行动计划、案例研究、同伴辅导和角色扮演的方式，促进将所学技能转化到实际工作中。

Target Group	Occasional trainers
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 8 participants per group
Languages	All languages can be offered

目标群体	临时的培训师
学习形式	班级面授
学习周期	2天
学员人数	每组最多8名学员
语言	可以提供任何语言

Purchasing 采购

Purchasing Best Practices 采购最佳实践

'Purchasing Best Practices' focuses on the fundamentals of purchasing processes together with tools and techniques used within purchase and supply. Participants will learn how to develop a purchasing strategy; strengthen their position with suppliers; and build an operations toolkit.

The training promotes the transfer of skills into the workplace through the practice of role-plays, reflection in peer groups, cases studies and action plans.

“采购最佳实践”的重点是采购流程的基本内容以及在采购和供应中使用的工具和技巧。学员将学习如何制定采购策略，如何巩固他们在供应商的地位，并建立一套业务操作的工具包。

培训通过角色扮演的实践、同伴群体反思、案例研究和行动计划的方式，促进将所学技能转化到实际工作中。

Target Group	Purchasing team members
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	采购团队人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Managing and Winning through Purchasing Negotiations 通过采购谈判成功应对并获胜

'Managing and Winning through Purchasing Negotiations' boosts participants' ability to plan, prepare for a negotiation, and use a large range of persuasion tools together during the negotiation. Attendees enrich their negotiation skills by using the entire register of emotions, especially when facing complex issues.

The training is highly practical and participants have the opportunity to prepare for and participate in a negotiation role-play that is appropriate to their needs and practical for their daily work.

“通过采购谈判成功应对并获胜”将增强学员计划和准备谈判的能力以及在谈判过程中同时使用大量的说服工具的能力。学员将调动全部的情感，尤其是面对复杂问题的时候，这将大大丰富他们的谈判技能。

该培训具有很强的实用性和参与性，学员将有机会准备和参与既符合他们自身需求、又对其日常工作具有实效的谈判角色扮演。

Target Group	Purchasing team members
Study Form	Classroom event
Study Period	2 days
Number of Participants	Max. 12 participants per group
Languages	All languages can be offered

目标群体	采购团队人员
学习形式	班级面授
学习周期	2天
学员人数	每组最多12名学员
语言	可以提供任何语言

Compliance and Security 合规和安全

Compliance 合规

The certificate program 'Compliance' focuses on how to successfully implement a compliance structure in a corporate environment. Participants will learn to understand the importance of compliance within all departmental and hierarchical levels of an organization or institution and how to implement (and improve) an efficient compliance management system. Attendees will study the complexity of corporate compliance systems from an ethical, legal and economic perspective.

“合规”认证项目聚焦于如何成功地在企业环境中推行合规性架构。学员将理解在一个组织或机构所有的部门和分层级别中合规的重要性，同时学习如何落实和完善一个有效的合规管理体系。学员将从道德、法律和经济的角度来研究企业合规体系的复杂性。

Target Group	Managers and employees with external customer or vendor contact (all employees)
Program Type	Certificate Program*
Study Form	Face-to-Face Seminars / Online Units
Study Period	4 months
Number of Participants	Max. 12 per group
Language	Chinese or English

*15 credits can be obtained according to the European Credit Transfer and Accumulation System (ECTS) from an accredited German university

目标群体	与外部客户或者供应商有接触的管理者和员工（所有员工）
项目类型	认证项目*
学习形式	面对面研讨会/在线单元
学习周期	4个月
学员人数	每组最多12名学员
语言	中文或英语

*可获得根据欧洲学分转换与累积系统（ECTS）计算的、由认可的德国大学授予的15个学分

Security Management 安全管理

The certificate program 'Security Management' focuses on how to successfully manage security challenges. The participants of the certificate program will receive a comprehensive introduction into the security industry and into corporate safety. They will learn to adopt the perspective of a security manager. Within the program context, participants will deepen their economic and legal knowledge with respect to the needs of a management position in the security market. They will be able to successfully communicate with representatives of security issues in public and corporate institutions. Participants can immediately transfer and apply the learning outcomes of the certificate program to their professional practice.

“安全管理”认证项目聚焦于如何成功地应对安全方面的挑战。学员将获得对安全行业和企业安全的全面介绍。他们将学习以一个安全管理人员的视角看待问题。从项目之中，学员将深入学习处于安全市场中的管理职位所需要的经济和法律方面的知识。他们将能够与公众和企业机构安全问题的代表进行富有成效的沟通。学员可以立即将此认证项目的学习成果转化和应用于他们的专业实践。

Target Group	Managers and employees in the security market (or related fields)
Program Type	Certificate Program*
Study Form	Face-to-Face Seminars / Online Units
Study Period	4 months
Number of Participants	Max. 12 per group
Language	Chinese or English

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目标群体	在安全市场（或者相关领域）之中的管理者和员工
项目类型	认证项目*
学习形式	面对面研讨会/在线单元
学习周期	4个月
学员人数	每组最多12名学员
语言	中文或英语

*可获得根据欧洲学分转换与累积系统（ECTS）计算的、由认可的德国大学授予的15个学分



Contact Information

We would be pleased to talk to you about the possibilities for employee development and training in your company.

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